

CLAIMS:

1. A method for generating recommendations, the method comprising:
 - prompting a user for feedback on at least one preference for generating a recommendation, the at least one preference having two or more categories associated therewith;
 - displaying at least one visual cue corresponding to each of the two or more categories;
 - selecting one of the two or more categories based at least in part on the corresponding at least one visual cue; and
 - generating a recommendation based at least in part on the selecting.
2. The method of claim 1, wherein the generating generates a recommendation for video content.
3. The method of claim 2, wherein the video content is a television program.
4. The method of claim 3, wherein the at least one preference is the genre of the television program.
5. The method of claim 4, wherein the two or more categories associated with the genre of the television program are selected from a group consisting of action, comedy-action, suspense-action, drama, comedy, documentary, and romance.
6. The method of claim 5, wherein the at least one visual cue is selected from a group consisting of a video clip of each genre, a trailer from each genre, textual information describing each genre, and specific examples of each genre.
7. The method of claim 1, wherein the displaying comprises:
 - displaying a selection means corresponding to each of the two or more categories; and
 - displaying the at least one visual cue corresponding to the two or more categories upon selection of the selection means.

8. The method of claim 7, wherein the displaying of the selection means comprises providing a user interface having a button displayed proximate each of the two or more categories wherein the selection of the button is achieved through the user interface.

9. An apparatus for generating recommendations, the apparatus comprising:

means for generating a user interface for prompting a user for feedback on at least one preference for generating a recommendation, the at least one preference having two or more categories associated therewith;

means for displaying at least one visual cue corresponding to each of the two or more categories on the user interface;

means for selecting one of the two or more categories based from the user interface at least in part on the corresponding at least one visual cue; and

a recommender for generating a recommendation based at least in part on the selection.

10. The apparatus of claim 9, wherein the recommender generates a recommendation for video content.

11. The apparatus of claim 10, wherein the video content is a television program.

12. The apparatus of claim 11, wherein the at least one preference is the genre of the television program.

13. The apparatus of claim 12, wherein the two or more categories associated with the genre of the television program are selected from a group consisting of action, comedy-action, suspense-action, drama, comedy, documentary, and romance.

14. The apparatus of claim 13, wherein the at least one visual cue is selected from a group consisting of a video clip of each genre, a trailer from each genre, textual information describing each genre, and specific examples of each genre.

15. The apparatus of claim 9, wherein the means for displaying comprises:

means for displaying a selection means on the user interface corresponding to each of the two or more categories; and

means for displaying the at least one visual cue corresponding to the two or more categories upon selection of the selection means.

16. The apparatus of claim 15, wherein the means for displaying the selection means comprises displaying a button on the user interface proximate each of the two or more categories.

17. A computer program product embodied in a computer-readable medium for generating recommendations, the computer program product comprising:

computer readable program code means for prompting a user for feedback on at least one preference for generating a recommendation, the at least one preference having two or more categories associated therewith;

computer readable program code means for displaying at least one visual cue corresponding to each of the two or more categories;

computer readable program code means for selecting one of the two or more categories based at least in part on the corresponding at least one visual cue; and

computer readable program code means for generating a recommendation based at least in part on the selecting.

18. The computer program product of claim 17, wherein the computer readable program code means for displaying at least one visual cue corresponding to each of the two or more categories comprises:

computer readable program code means for displaying a selection means corresponding to each of the two or more categories; and

computer readable program code means for displaying the at least one visual cue corresponding to the two or more categories upon selection of the selection means.

19. A program storage device readable by machine, tangibly embodying a

program of instructions executable by the machine to perform method steps for generating recommendations, the method comprising:

prompting a user for feedback on at least one preference for generating a recommendation, the at least one preference having two or more categories associated therewith;

displaying at least one visual cue corresponding to each of the two or more categories;

selecting one of the two or more categories based at least in part on the corresponding at least one visual cue; and

generating a recommendation based at least in part on the selecting.

20. The program storage device of claim 19, wherein the displaying comprises:

displaying a selection means corresponding to each of the two or more categories; and

displaying the at least one visual cue corresponding to the two or more categories upon selection of the selection means.